
Potential Glacier National Park Visitors -- Survey Instrument

Interviewer Introduction: We are conducting a survey for managers of Glacier National Park who are interested in learning why people choose to visit the Park and the activities they expect to enjoy while visiting. Since your household recently inquired about the Park, we are interested in your opinions. The Paperwork Reduction Act requires approval of all federal government surveys by the Office of Management and Budget. This survey has been approved under this act. Additional information about this survey and its approval is available at your request. * Our survey will take about ten minutes. Your remarks will be recorded anonymously. Participation is voluntary.

1 Would you be willing to participate in our survey?

- ☐ Yes
☐ No *Interviewer: Read termination message* ➡

Thank you for taking the time to talk with me.

2 Have you traveled to Glacier National Park in the last 12 months?

- ☐ Yes *Interviewer: Read termination message* ➡
☐ No

Thank you for taking the time to talk with me. The National Park Service hopes you enjoyed your visit. For this survey, we are trying to talk with people who did not visit Glacier National Park.

3 Why did you choose not to travel to Glacier National Park?

(Interviewer: Do not read. Listen to response and check all that apply.)

- | | |
|--|--|
| <input type="checkbox"/> Forest Fires | <input type="checkbox"/> Went somewhere else instead |
| <input type="checkbox"/> Gasoline prices too high | <input type="checkbox"/> Did not go on vacation |
| <input type="checkbox"/> Other financial reasons | <input type="checkbox"/> Too far away from home |
| <input type="checkbox"/> Personal or family reason | <input type="checkbox"/> Any Other Reason |
| <input type="checkbox"/> Refused | <input type="checkbox"/> Don't know / Don't remember |

4 Is it likely that you will travel to Glacier National Park sometime in the next three years?

- ☐ No *Interviewer: Read termination message* ➡
☐ Yes
☐ Not Sure

Thank you for taking time to talk with me. For this survey, we are trying to talk with people who visited Glacier National Park in the last three years.

Appendix B: Glacier National Park Survey of Potential Visitors - Survey Instrument

5 Have you ever visited Glacier National Park?

☐ Yes ☐ No ☐ Don't Know

6 Have you heard of Going-to-the-Sun Road?

☐ Yes ☐ No ☐ Don't Know

7 I am going to read activities that some people enjoy while visiting Glacier National Park. Please tell me whether your travel group might participate in these with a "yes, likely," "no, unlikely," or "not sure" response.

	Yes, Likely	No, Unlikely	Not Sure
Viewing Sights			
Photographing			
Day hiking			
Overnight hiking			
Bicycling			
Fishing			
Boating			
Horseback Riding			
Scenic Driving			

8 While visiting the Glacier National Park area, would it be likely that you will . . .

	Yes, Likely	No, Unlikely	Not Sure
Camp out in a tent?			
Sleep in your camper or motor home?			
Use a motel, lodge, bed-and-breakfast or condominium outside the Park?			
Use a motel, lodge, bed-and-breakfast or condominium inside the Park?		(Skip to Q. 10)	
Stay with family or friends in their residence?			

9 While staying in the Park, would you prefer . . .

- ☐ a historic lodge or cabin with minimal conveniences, or
☐ a historic lodge or cabin with modern conveniences, or

☐ a modern motel or lodge with modern conveniences?

☐ (Mark here if answer is none of the above.)

- 10 **Going-to-the-Sun Road is the only road that provides access to Logan Pass. If you knew ahead of time that your travel would be delayed while using Going-to-the-Sun Road for up to 30 minutes while road reconstruction crews made improvements, would you still use the road and accept the delay?**

☐ Yes

☐ No (Skip to Question 13.)

☐ Don't Know

- 11 **If you knew that the travel delay might be up to one hour, would you still use the road and accept the delay?**

☐ Yes

☐ No (Skip to Question 13.)

☐ Don't Know

- 12 **If you knew that the travel delay might be up to four-hours, would you still use the road and accept the delay?**

☐ Yes

☐ No

☐ Don't Know

- 13 **If you knew that travel would be restricted to one-way traffic, would you still use the road and accept the restriction?**

☐ Yes (Skip to Question 16.)

☐ No

☐ Don't Know

- 14 **Would you still come to Glacier National Park but visit other Park attractions?**

☐ Yes

☐ No

☐ Don't Know

- 15 **If during the travel restrictions, you were provided with useful information from guides regarding possible wildlife viewing locations, photo opportunities, and other visitor opportunities, would you use the road and accept the restriction?**

☐ Yes

☐ No

☐ Don't Know

- 16 **If road construction on Going-to-the-Sun Road limits traffic in the Park, the National Park Service is considering some travel alternatives. Which of these choices would you prefer? (Check only one response.)**

☐ Pay a fee to drive your own vehicle on Going-to-the-Sun Road

☐ Take a free tour bus on Going-to-the-Sun Road

☐ Not visit Going-to-the-Sun Road but visit other park attractions

☐ Not visit Glacier National Park

☐ Don't Know

☐ (Some other response. Check here but do not record.)

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17 How many people would likely be in your travel party, including yourself?

_____ ☐ Don't Know

18 How would you describe your likely travel party . . .

- ☐ Yourself?
☐ You and your family?
☐ You, family and friends or relatives?
☐ An organized group (such as girl scouts, travel club, etc.)?
☐ (Some other response. Check here but do not record.)

19 What is your home zip code or country?

_____ Country

20 In what year were you born? _____ ☐ Refused

21 Would anyone in your travel party likely be ...

	Yes, Likely	No, Unlikely	Not Sure
5 years old or younger?			
6 to 16 years old?			
17 to 24 years old?			
25 to 64 years old?			
65 or more years old?			

22 Which category best fits your household income before taxes in 2000?

- ☐ Less than \$25,000 ☐ Refused
☐ \$25,000 to \$75,000 ☐ Don't Know
☐ \$75,001 to \$100,000
☐ \$100,001 to \$150,000
☐ More than \$150,000

Thank you for your participation. We will use these results to guide us in improving Glacier National Park.

Interviewer: Note Sex of Respondent. ☐ Female ☐ Male ☐ Don't Know

Record Date of Inquiry: _____

***Additional Information Provided upon Request.**

OMB Approval Number: #1024-0238 Expiration Date: September 30, 2001
Person Collecting and Analyzing Information: Jean C. Townsend, President, Coley/Forrest, Inc., 1635 Blake
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No action may be taken against you for refusing to supply the information requested. The permanent data will not have your telephone number recorded. The data collected through surveys may be disclosed to the Department of Justice when relevant to litigation or anticipated litigation, or to appropriate Federal, State, local, or foreign agencies responsible for investigating or prosecuting a violation of the law.

You may direct comments on the number of minutes required to respond, or on any other aspect of this survey to: Information Collection Clearance Officer, WASO Administrative Program Center, National Park Service, 1849 C Street, Washington, D.C. 20240